

*A GUIDE TO*

# Marketing your business at Christmas



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## Why is planning early important?

We all know that half the problems and stress associated with Christmas (or any other) marketing campaigns come from **poor preparation**.

We get it, it's a royal pain in the a\*\*e but one minute it seems ages away... and before you know it your suppliers can't deliver your giveaways until January. You can **never** plan too early!

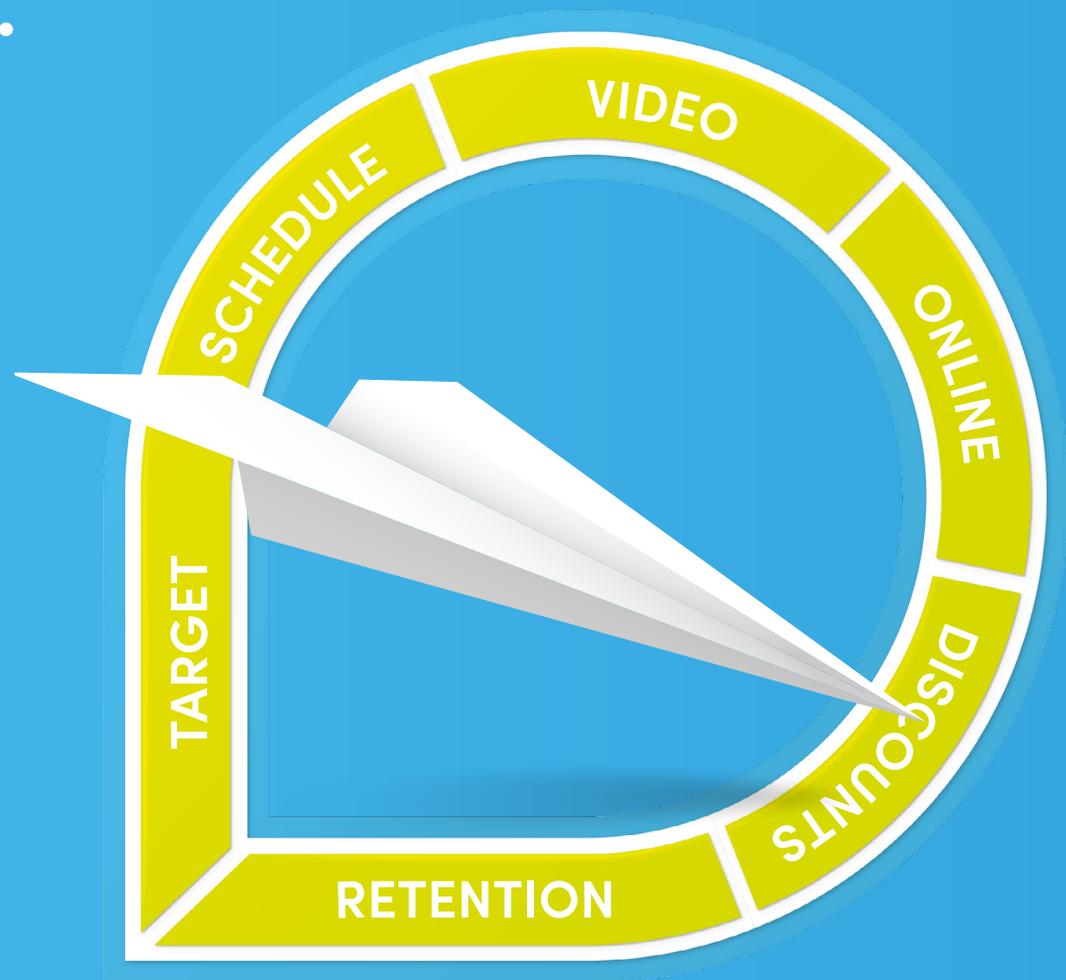
## Don't miss a key marketing opportunity

Christmas can be eventful enough in our personal lives, before we even start thinking about work. But it does present great opportunities to **engage with customers**.

To help lighten the load we've set out **6 simple suggestions** to help maximise your profits before the snow hits the ground!

# We've broken it down into 6 easy steps...

- 1 Target
- 2 Schedule
- 3 Video
- 4 Online
- 5 Discounts
- 6 Retention



# 1. Target market

The first factor to consider in your Christmas marketing activities is who your **target audience** are.

From technology obsessed teens to antique loving collectors – the approach and general tone of your messaging should cater to their preferences.

If your product or service appeals to a broad target market, your message needs to be more universal.

A marketing campaign using **multiple communication channels** is a good option, as it ensures your message reaches all age ranges and cultures.

## DON'T FORGET

If you're considering sending a seasonal gift to your customers, allow at least 2-3 weeks for production time and postage to make sure it lands before people break for Christmas.

# 2. Schedule

Social media posts using on-brand seasonal imagery will grab lots of attention on the lead up to Christmas, but it can be all too easy to miss the moment at this busy time of year. A great way to get ahead of the game is

to **schedule posts**, which not only saves you time ensures your posts land at the perfect moment to gain **maximum exposure** to your target market. We use Tweetdeck for scheduling posts and MailChimp for email marketing.

### 3. Promotional video

Whether you fancy yourself a director or prefer to hire in the experts, a video is one of your most **engaging** marketing tools.

A report by the Internet Retailer concluded that website visitors who view a product video are **85% more likely to buy** than those who don't.

But your video doesn't have to be product or service based if it's not relevant to your business.

A fun Christmas themed promotional video about your business is a great excuse to generate more **brand awareness** going into the new year.

#### TOP TIP!

When you buy a Christmas present for friends or family, you try to make sure it's something they'll actually want - the same should apply to your target market!

### 4. Online presence

Check your online presence on search engines and **Google AdWords** accounts to make sure your keywords are reflective of your services and, where appropriate, suited to the seasonal period. These messages should be mirrored on your landing page for consistency.

Online directories may let you feature imagery too, so ensure they are Christmas related on the lead up to the big day.

A **Christmas blog post** can also bump up your organic search engine results, boosted with relevant tags and links to credible sources.



## 5. Early bird discounts

If you'd prefer to ease in your Christmas wind-down period without hindering sales, then consider offering an **early bird discount** to generate interest and encourage **early purchasers**. People love a bargain, so if marketed correctly this could be an easy win.

However, if you're not in a position to offer any additional discounts, you may offer a product or service that can be gifted - so why not encourage **gift vouchers** or a 'buy now to avoid disappointment' marketing message.

## 6. Customer retention

Let's say you own a washing machine factory that closes down production during the Christmas period - you won't exactly want to promote your product as a Christmas gift item (if only through fear of causing mass divorce!)

However, this doesn't mean you can't use the opportunity to wish your clients a happy Christmas with a **memorable card or gift**. This will make your clients feel valued and remind them of your quality products, encouraging **repeat custom**.

### DID YOU KNOW?

A study conducted by the Harvard Business Review states that increasing retention rates by 5% can **increase profits by up to 95%**.

# Now you're ready to prepare your Christmas marketing strategy!

But fear not, If the thought of Christmas marketing in October has you reaching for a bottle of something strong – just give us a shout. Plus, we'll even throw in a **FREE marketing review** worth up to **£100** for all new enquiries.



Design



Branding



Video



Campaigns



Websites



Events